

ABSTRACT

A method for marketing a plurality of products or services includes the steps of selecting an arbitrary word and appending the arbitrary word to a first and a second product- or service-related word to create a first and a second site name. Each of the first and the second words is descriptive of a product or a service desired to be offered. The method also includes the step of establishing a first and a second electronic site. Each site is accessible via an electronic communications network, and each site offers at least one product or service describable by one of the first and second words. 5 Next a linkage is created between the respective site names and the electronic sites. This linkage permits a user to access an electronic site with the use of the respective site name.